ASCEND NETWORK PARTNER TOOLKIT

Resources to celebrate your partnership, share our collective mission, and move families forward together.

Explore the toolkit →



FORWARD
WITH FAMILIES

ascend
aspen institute

OVERVIEW

TOGETHER, WE MOVE FAMILIES FORWARD

Thank you for being a part of the Ascend Network!

Our national community includes more than 600 organizations working across sectors to advance family economic mobility and well-being, alongside Ascend Fellows, Parent Advisors, and Philanthropic Partners. Together, the network is over 1,000 strong.

The Ascend Network brings together diverse leaders and organizations to build relationships, share knowledge, and co-create solutions that improve outcomes for children and families. Learn more about the Ascend Network here.

This toolkit includes ready-to-use graphics and messaging to help you celebrate your participation in the Network and share our collective mission. Whether you're a new or longtime partner, we encourage you to personalize these resources and tag Ascend so we can celebrate and amplify your work.

HERE'S WHAT YOU'LL FIND INSIDE:



SAMPLE SOCIAL POSTS
Ready-to-use captions



KEY MESSAGING
Boilerplate language about Ascend



SOCIAL MEDIA GRAPHICS
Templates to celebrate our partnership



BRAND ASSETS
Ascend logos

ABOUT ASCEND AND FORWARD WITH FAMILIES

Ascend at the Aspen Institute is a catalyst and convener for diverse leaders working across systems and sectors to advance intergenerational family prosperity and well-being by intentionally focusing on children and the adults in their lives together. We believe in the power of co-creation, bringing together leaders to build relationships, influence policies and practices, and advance solutions that help families thrive. Over the past 15 years, Ascend has mobilized more than $600 million, invested in hundreds of leaders, and supported efforts reaching over 15 million families nationwide.

ABOUT FORWARD WITH FAMILIES

Launched in 2026, Forward With Families is a multi-year strategy led by Ascend to amplify ideas and initiatives that make life affordable, economic mobility possible, and security attainable for every family in America.

By lifting up what's already working across the Ascend community, Forward With Families drives policy and systems leaders at every level to act on proven and promising solutions to ensure resources go farthest for the children and families who need them most. Read more about Forward With Families.

FIVE FOCUS AREAS



HEALTH & WELLBEING



CHILDCARE & CAREGIVING



EMPLOYMENT & EDUCATION



HOUSING & FOOD



SAVINGS & CASH

MESSAGING POINTS

Here are a few key messages to help you share what the Ascend Network is all about and why this community matters. Feel free to make them your own and connect them to the work you're doing.

ABOUT THE ASCEND NETWORK

- The Ascend Network brings together more than 600 organizations and hundreds of individual leaders, parents, and philanthropic partners across all 50 states and beyond, united by a commitment to advancing family economic mobility and well-being.

- The Network connects leaders, organizations, parents, and philanthropic partners across sectors to share knowledge, strengthen relationships, and advance solutions that help families thrive.

- The Network champions solutions that intentionally support children and the adults in their lives together, recognizing that their well-being and economic opportunities are deeply connected.

MOVING FAMILIES FORWARD

- The Ascend Network helps drive Forward With Families, a national effort to advance solutions that make affordability possible, economic mobility achievable, and long-term security attainable for families.

- By working across systems and sectors, Ascend and the Ascend Network are helping turn collective knowledge into meaningful opportunities for children and families.

- Over the past 15 years, Ascend has mobilized more than $600 million, invested in hundreds of leaders, and supported efforts reaching over 15 million families nationwide.

SOCIAL POSTS

Help us celebrate and amplify the Ascend Network! Use these sample captions to share your partnership. Personalize the messaging and tag Ascend in your posts.

OPTION 1 - LINKEDIN

We are proud members of the Ascend Network, a national community of more than 1,000 organizations, individual leaders, philanthropic partners, and parents working across the country to create opportunities for children and families!

As a member of the @Ascend at the Aspen Institute Network, we're connecting with leaders and organizations across sectors who are sharing knowledge, building partnerships, and advancing solutions that strengthen family economic mobility and well-being.

We love bringing our experience to this community, learning from others, and contributing to collective efforts that help more families thrive.
Together, we can go further for families. #AscendNetwork #ForwardWithFamilies

OPTION 2 - LINKEDIN

We're proud to announce that we've joined the Ascend Network, a national community convened by @Ascend at the Aspen Institute to advance family economic mobility and well-being.

As part of a network of more than 1,000 organizations, individual leaders, parent advisors, and philanthropic partners across all 50 states and beyond, we're connecting with leaders across sectors to share ideas, strengthen partnerships, and advance solutions that create greater opportunities for children and families.

We're excited to learn from fellow partners, contribute to this collective effort, and help more families thrive. #AscendNetwork #ForwardWithFamilies

SOCIAL POSTS

OPTION 1 - INSTAGRAM

We are proud members of the Ascend Network! 🎉

Our community – 1,000+ organizations, individual leaders, parent advisors, and philanthropic partners across all 50 states and beyond – works together to create greater opportunities for children and families.

Through collaboration, shared learning, and collective action, we're joining Ascend at the @aspeninstitute in helping more families thrive.

Together, we move families forward. 💚 #AscendNetwork #ForwardWithFamilies

ACCOUNTS & HASHTAGS

Please tag and follow:

LinkedIn
@Ascend at the Aspen Institute
@The Aspen Institute

Facebook
@AspenAscend
@AspenInstitute

Instagram
@AspenInstitute

X/Twitter
@AspenAscend
@AspenInstitute

GRAPHICS

Find graphics here

Find Logos Here











CONTACT US

If you have any questions, please contact:

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